

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Applicant	:	William P. Price et al.
App. No	:	10/022,558
Filed	:	December 14, 2001
For	:	AUDIOVISUAL SYSTEM AND METHOD FOR DISPLAYING SEGMENTED ADVERTISEMENTS TAILORED TO THE CHARACTERISTIC VIEWING PREFERENCES OF A USER
Examiner	:	Daniel Lastra
Group Art Unit	:	3622

**AMENDMENT AND RESPONSE TO OCTOBER 3, 2007 OFFICE ACTION****Mail Stop Amendment**

Commissioner for Patents

P.O. Box 1450

Alexandria, VA 22313-1450

Dear Sir:

In response to the October 3, 2007 Office Action, Applicants request the Examiner to reconsider the above-identified patent application in view of the following amendments and remarks.

**Amendments to the Claims** are reflected in the listing of claims which begins on page 2 of this Response.

**Remarks** begin on page 9 of this Response.